

Greg Neupokoev

Senior Product Designer | Lead Product Designer | AI-Assisted SaaS & Complex B2B Platforms
0176 7473 2656 gregneu.de@gmail.com Stuttgart Germany <https://playjoob.com/portfolio>

Executive Summary

Senior Product Designer and builder focused on code-first product design, design systems, and complex B2B tools where the running product matters more than a mockup. I currently lead redesign work for a construction platform used by 12k+ active users across 3,000+ projects in 14 countries, improved NPS from -30 to +10, and act as de facto design lead across three product teams. My strongest fit for neoBIM is the combination of construction-tech context, shadcn-based systems work, AI-assisted design-to-code workflows, and hands-on experience shaping 3D/canvas product ideas.

Core Skills

Code-First Product Design: design-to-code, running product as source of truth, AI-assisted prototyping, React-friendly thinking, buildable UI

Design Systems: shadcn-based systems, tokens, variants, components, responsive behaviour, accessibility

3D & Spatial Product Thinking: 3D workspace concepts, canvas-like interfaces, spatial interaction, visual maps, complex UI surfaces

Construction-Tech & B2B SaaS: construction workflows, operational software, dashboards, complex tools, product ownership

Visual Craft & Delivery: iconography direction, brand systems, stakeholder alignment, engineer collaboration, Design QA

Professional Experience

FOUNDER & PRODUCT DESIGNER | PLAYJOOB - JUL 2025 - PRESENT

- Built a zero-to-one collaborative product and used code as the primary design medium through an AI-native design-to-code workflow with Cursor and Codex.
- Designed a 3D shared workspace with spatial interaction logic, progression systems, visual maps, and canvas-like coordination patterns.
- Prototyped and iterated directly in the running product instead of relying on a Figma-first handoff loop.

Attracted 125+ external registered users organically and used feedback to refine product direction and UX clarity.

SENIOR PRODUCT DESIGNER (ACTING LEAD) | LCM DIGITAL GMBH - JUL 2022 - PRESENT

- Led the end-to-end redesign of a complex web and mobile construction platform used by 12k+ active users across 3,000+ projects in 14 countries.

- Migrated UI foundations from Fluent UI to shadow-based components and built a scalable design system with reusable tokens, components, and documentation.
- Improved NPS from -30 to +10 by simplifying dense planning and execution workflows and making complex tools easier to navigate.
- Ran validation work, including a 200-user Maze study, to test major UX decisions before implementation.
- Worked in a tight loop with PMs, engineers, CTO, and Head of Development, carrying design intent through implementation and Design QA.
- Acted as de facto design lead across three product teams and also led a broader visual identity refresh including logo and brand color system.

SENIOR UX/UI DESIGNER | HYO - SEP 2021 - APR 2022

- Designed the UX/UI concept for a collaborative workspace MVP with complex interface behavior and shared-space interaction patterns.
- Created flows and interaction models for spontaneous and scheduled collaboration scenarios in an exploratory product environment.

Helped shape product direction in ambiguity before funding ended.

CREATIVE DIRECTOR | YOURWORK GMBH - MAR 2021 - JUL 2021

- Led product conception, UX/UI design, and prototyping for an early-stage recruiting product.
- Shaped interface logic, visual direction, and testable prototypes while working close to the business idea from the ground up.

Ran user tests to sharpen product decisions before development.

PRODUCT DESIGNER | FREELANCE - SEP 2017 - JUL 2022

- Delivered product conception, UX/UI design, and digital brand systems across client products in different industries.
- Worked directly with founders, stakeholders, and developers to translate product ideas into practical interfaces and visual systems.

Built broad experience balancing product UX with visual craft and business constraints.

SENIOR UX/UI DESIGNER | FEIL, FEIL & FEIL GMBH - NOV 2018 - FEB 2021

- Designed digital products for construction, field-service, and operations contexts with a focus on clarity, dashboards, and usability under real-world constraints.
- Created information-heavy interfaces and product websites while collaborating closely with front-end and CMS teams.

Built domain familiarity in construction-adjacent workflows and operational software.

UX CONCEPT / SCREEN DESIGN | DICONIUM DIGITAL SOLUTIONS - JUN 2016 - AUG 2017

- Contributed UX concepts and screen design for large digital product programs in an agency environment.
- Supported interface concepting and visual problem solving for complex client ecosystems.

UI / UX / WEB DESIGNER | SELF-EMPLOYED - FEB 2013 - JUL 2016

- Delivered UI/UX, web design, and digital design services across client projects.

Built a foundation in visual design, interface systems, and direct client collaboration.

Education

Self-taught Designer - transitioned from construction work into digital product design through independent projects, client work, and continuous self-directed learning.

Languages

German - Fluent (C2) | Russian - Native | English - Working proficiency